

Channel = way of communication (face to face, online etc)

Encoding and Decoding = some messages may not be decoded the way that was intentional

Noise = Distractions, other ads

Feedback = Do they like your page, sign up to newsletter?

Publics = Consumers talking to friends, family etc. Company has less control over this

COMMUNICATION PURPOSES:

- *To inform*
 - Telling the market about new product
 - Suggesting new uses for a product
 - Informing market of price change
 - Explaining use of product
 - Describing available services
 - Reducing buyers' fears
- *To persuade*
 - Building brand preference
 - Encouraging switching to your brands
 - Changing buyer perceptions of product attributes
 - Persuading buyers to purchase now
- *To remind*
 - Remind buyers that the product may be needed in future
 - Remind where to buy
 - Keeping product in buyers minds during off seasons
 - Maintaining top of mind product awareness

PUSH MESSAGES:

- Promoting products to intermediaries
- Manufacturer targets intermediaries

PULL COMMUNICATION

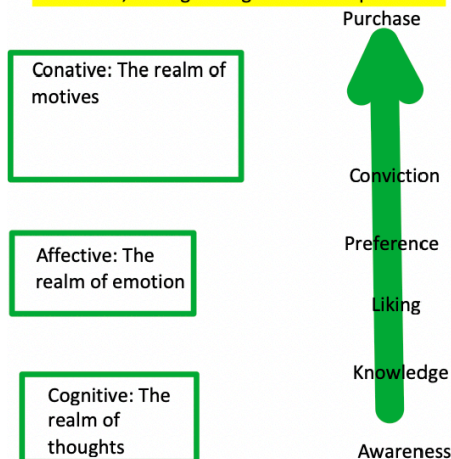
- Promoting products to the end consumer
- Consumer demands a product and pulls product through the channel

IMC TOOLS:

- *Advertising*
 - Any paid form of non-personal communication by an identified sponsor
 - Have to make media/vehicle choices (broadcast, print, outdoor, interactive)
- *Public Relations/Publicity*
 - Building good relations with the company's various publics by obtaining favourable publicity
 - Building up good corporate image
 - Press releases, product publicity, lobbying and counselling
- *Direct Marketing*
 - Use mass and targeted media to create a direct response from customers

Technique	Media
Direct Selling	Interpersonal
Direct mail and catalogues	Mail
Telemarketing and SMS	Telephone
Direct response advertising and interactive tv	Radio, Tv and press
Electronic Interactive Marketing	Internet and Email
- *Sales promotion*
 - Direct inducement that offers extra value or incentive to the sales force, distributors or ultimate consumer, with the primary objective of creating an immediate sale
 - Samples, refunds, bonus packs, free gifts with purchase
- *Personal Selling*
 - Oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales
 - The salesperson is often seen as 'the company' in the eyes of the customers and prospects
 - May involve negotiation, maintaining customer relationship
- *Sponsorship*
 - Enhance a companies visibility by associating it with something the market segment views as positive
- *Social Media and other*
 - Viral communication
 - Ambient advertising
 - Permission marketing
 - Product placement

The aim of communication is to move target customers through the stages from mere awareness, through liking to eventual purchase.



Awareness: Being aware that a product exists in the market

Knowledge: Facts or features that you know about a particular brand

Preference: Evaluating this brand in relation to other brands and their available products

Conviction: An intent to purchase the product

TYPES OF RESPONSES:

- *Cognitive*
 - Simple messages, branding, communicating facts
 - Communications needs to provide facts
- *Affective*
 - Communicating image about your company
 - Communication needs to change attitudes and feelings
- *Conative*
 - Removing barriers to purchase, final incentive to purchase
 - Communication needs to stimulate desire

